

— THE ONLY WAY TO GET BUSINESS IS TO GO
AFTER IT BY ADVERTISING. GETTING BUSINESS
BY ADVERTISING IS EASY, CHEAP, AND SURE.

ORANGE PEKOE BLEND



"Fresh from the Gardens"

Is This Real Sport?

The International yacht race for the America Cup between the British challenger "Endeavour" and the United States defender "Rainbow" is the subject of innumerable newspaper and magazine articles reviewing the latest news from the America Cup race. It is a good indication of the vast expenditure of money and effort on the part of the multi-millionaires who are engaged in this sport. This year the race will be a money-making venture on the part of those who race. This year the race will be a money-making venture on the part of those who race. This year the race will be a money-making venture on the part of those who race.

But the cost of building even one of these yachts and financing it during the first races and the short race period runs well over a million dollars, and will several times more. The actual total cost is staggering. It is all worth while? Are such huge expenditures of money for such a purpose really worth it? The answer is that the few who are engaged in this sport in the two countries concerned are in need of the bare necessities of life. Are those who devote their wealth to such a purpose really worth it? Are they making any actual contribution to the wellbeing of their fellow-men?

What is real sport? What is, or should be, its aim and object? Real sport, if we understand it aright, should provide recreation from the everyday tasks and worries of life, and it should, therefore, be engaged in, not for the sake of it, but by the means. Secondly, it should be developed in the spirit of the physical well-being of all who engage in it, coupled with the education and development of the character of the individual, and should be based on fair play, respect for a competitor, observance of the rules of the game whatever it may be, acceptance of defeat with good grace and a smile, and of victory with a becoming sense of its own worth.

If this is a correct definition of real sport, then it should never become a mere money-making enterprise of any of its branches. As a matter of fact, what it develops into a money-making enterprise it ceases to be sport. In its true sense and becomes a business with game receipts and salaries the same as in any other business. While all the principles underlying real sport are sacrificed to skill.

Unfortunately, much of the so-called sport of to-day has degenerated into the kind of money-making enterprise that it is now. The love of the dollars that may be earned. It is no longer sport or recreation, but a business.

This has long been true of baseball in the United States. Tens of thousands of people pack the stands to watch eighty nights a year of baseball. These thousands cheer thousands of dollars for a team, although not one of the "players" may be a native son or even a trained athlete. In some cities, but imported men from anywhere simply because they have the skill. These thousands cheer thousands of dollars for a team, although not one of the "players" may be a native son or even a trained athlete. In some cities, but imported men from anywhere simply because they have the skill.

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